Friday, June 25, 2010 ★★ 14 sections / Vol. 25 / No. 197 P15

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS

'Jesse' knew he was a dead man walking

By Marlon Ramos

HE KNEW HE WAS A DEAD MAN walking.

In an interview with a select group of reporters on March 9, Suwaib Upham said he feared for his life because of what he claimed was an alleged plot by former Datu Unsay Mayor Andal Ampatuan Jr. to silence him.

He said it was only a matter of time before killers supposedly hired by the Ampatuans would get to him.

Barely three months after the interview, Upham was dead.

Upham was the first among those implicated in the Maguindanao massacre to admit direct participation.

Upham claimed he learned of the plot to kill him when he overheard a phone conversation in February between Andal Jr. and Kanor Ampatuan, then the vice mayor of Saliho town. He said he was with Kanor at the time, hiding in the Maguindanao hinterlands.

'JESSE' A11



KILLERS ON THE LOOSE Maguindanao massacre witness "Jesse" speaks to selected members of the media in this March 9, 2010, photo taken at a hotel in Pasig City where he expresses willingness to testify on the Maguindanao massacre against Datu Unsay Mayor Andal Ampatuan Jr. "Jesse," who later turned out to be Suwaib Upham, was the first to admit participation in killings of 57 people, among them 32 journalists.

Massacre witness killed

Ex-militiaman didn't get protection from DOJ



UPHAM: This is the face behind the mask when "Jesse" first appeared before selected media last March.

By Inquirer Mindanao and Jerome Aning in Manila

COTABATO CITY—A FORMER MILITIAMAN who failed to get protection from the justice department after he tagged the powerful Ampatuan clan as being responsible for the Maguindanao massacre has been felled by an assassin's bullet.

Six months and two weeks after he first appeared on television with his face hidden behind a mask to talk about the massacre, Suwaib Upham was gunned down by a lone attacker on June 14 in Parang town, Maguindanao, some 100 kilometers from where the carnage occurred.

It was only yesterday following media inquiries—or more than a week after the shooting first appeared on the town police blotter—that official information on Upham's killing came.

Inquirer informants in Maguindanao said Upham—believed to be in his 20s—had been moving from one place to another to avoid coming to harm after agreeing to testify against the Ampatuan clan.

Centerlaw Philippines, which assists families of 14 of the massacre victims, laid the blame for Upham's death on acting Justice Secretary Alberto Agra and President Macapagal-Arroyo for not supposedly giving any protection to the witness.

His death was recorded on

MASSACRE A11



HELLO Andal Ampatuan Jr., principal accused and suspected mastermind, though in jail regularly phones cardinals.

Arroyo promotes all gov't lawyers

By Tarra Quismundo and Alex Pal

IN A MOVE SEEN TO CUSHION her from prosecution under the new administration, President Macapagal-Arroyo has issued an 11th-hour order giving all lawyers in government executive service the third highest rank in civil employment, a former head of the Civil Service Commission (CSC) disclosed yesterday.

Executive Order No. 883,

ARROYO A11

Militants vow to hound GMA with cases

By Leila B. Salaverria and Alcuin Papa

PRESIDENT MACAPAGAL-ARROYO may be looking forward to a quieter life outside Malacañang, but her constant critics don't intend to give her a minute of peace.

Militants are preparing criminal and civil cases against Ms Arroyo for her alleged involvement in the controversial National Broadband Network (NBN) deal with China's ZTE Corp.

They intend to file the cases day after she steps down from the presidency and loses her immunity from suit, Bayan Muna Rep. Teodoro Casiño said yesterday.

"There's no going quietly for GMA. She has to account for the nine years [she spent in office]. We will make sure that she does," Casiño told reporters at the Serye forum in Quezon City.

Casiño considers Ombudsman Merceditas Gutierrez and Ms Arroyo's court appointees as

MILITANTS A10

Whatever happened to ...?

Wreck done by 'Princess'

By Elbo Victoria
Inquirer Research

TWO YEARS AFTER THE MV Princess of the Stars sank, its wreck still lies at a depth of some 21 meters (70 feet) off Romblon, its hull protruding in the waters, ripples from it lapping at distant shores where relatives of its victim continue to seek justice.

The remains of more than 300 victims of the tragedy are believed still trapped inside the ship's cabins and chapel.

WHATEVER A11

Noy picks DLSU head for DepEd

HIS SEARCH FOR A VOCATION began when he was still a boy growing up in Lipa City. As he entered the religious life, it became crystal clear: He also wanted to become an educator.

Br. Armin Luistro FSC, chancellor and president of De La Salle University (DLSU), was named by President-elect Benigno "Noynoy" Aquino III to head the Department of Education (DepEd).

Luistro is an outspoken man of the cloth who joined the clamor in 2005 for President Macapagal-Arroyo to resign.

NOYNOY A22

2016 POLITICS

Nene: Mar blocking Jojo entry

By Christine O. Avendaño, Nina Morales and Norman Bordadora

SENATE MINORITY LEADER Aquilino Pimentel yesterday accused Sen. Manuel "Mar" Roxas and his group of getting between President-elect Benigno "Noynoy" Aquino III and Vice President-elect Jejomar "Jojo" Binay. And, he added, this had to do with the 2016 presidential election.

Speaking with the Inquirer on the phone, Pimentel said he had been "analyzing [the matter] from afar" and came up with the "opinion" that "Mar Roxas and his group" were "blocking" the Makati mayor.

"They're the ones interested in creating a distance between

NENE A20



'Thrilla' for MJ from Manila to Manhattan

LOS ANGELES—PHILIPPINE prisoners who danced their way to fame with their "Thriller" YouTube video in 2007 will pay homage to Michael Jackson with some more fancy footwork.

In Tokyo, fans are planning a sleepover surrounded by Jackson's possessions; in Los Angeles, devotees will visit his tomb; and on TV and radio stations around the world, lovers of the King of Pop's music won't stop 'til they get enough.

Fans, museums and some

THRILLA A14

WHAT'S INSIDE

Second FrontPage



6/55 SIX DIGIT					
9	8	7	0	4	6

6/42 LOTTO					
4	19	27	29	31	41

P5,529,799.80

SUPER LOTTO 6/49					
2	17	19	26	32	41

P16,070,132.00

MWSS execs not qualified, says suit

Noy faces huge deficit

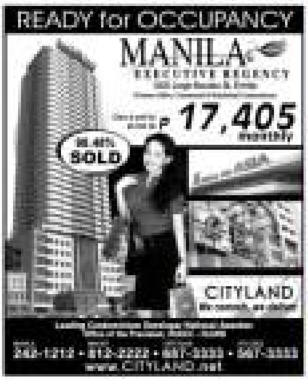
A FORMER EMPLOYEE OF THE METROPOLITAN Waterworks and Sewerage System has asked a Quezon City court to void the appointments of former Presidential Political Adviser Gabriel Claudio and four others to the MWSS board, claiming that they were not qualified.

GMA won't hang around for Aquino inauguration

Declaration

Pledge for change

Celebration









ST. JOHN THE BAPTIST DEVOTEES

QC solon faces raps for keeping CF card

4 big parties say they spent 'only' P691M

Namfrel doubts accuracy of local poll results

NINE YEARS OF TRAVEL

GMA spent ₱2.8 billion on foreign trips



By Christine O. Avendaño

SC issues writ of amparo for dead interpreter of US troops

By Jerome Aning

Right to truth



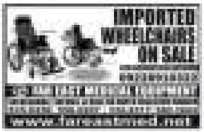
THE DAILY GOSPEL

Friday, June 25, 2010



LP out to take key House committees

[illegible]













IT'S THE REAL THING

SC chief eyes good relations with 2 branches of government



CORONA

Air, sea, ground security for Noynoy inauguration

DepEd blames 'cost-cutting' publishers for book errors



Fly the flag
with the nation's
Leader
Embody the freedom-loving spirit of our heroes and leaders.
Celebrate the inauguration of this nation's new President with
PAL's Inauguration Fares Promo!
PHP 888
Manila - Luzon or Visayas v.v.
PHP 1,888
Manila - Mindanao v.v.
Selling period: June 24 to 30, 2010
Travel period: July 1 to October 15, 2010
Soaring 70
Philippine Airlines
www.philippineairlines.com



BDO
BDO Rewards
20 BDO Rewards members just won
a free trip for two to Macau.
Increase your chances of winning
in our June draw by earning more points
from qualified BDO deposits, loans, trust
accounts, and electronic bills payment.
We find ways

Agrarian Reform

A LASTING LEGACY



History is on agrarian reform's side.

The road is now cleared for the Department of Agrarian Reform (DAR) after the Supreme Court affirmed its earlier decision that DAR has the exclusive jurisdiction to hear and try agrarian and other related cases. This sends a strong signal that DAR is clad to finish its unfinished business – distribute the remaining 1 million hectares of agricultural lands nationwide within the five-year extension period.

At its heels was the high court's ruling that says that sugar lands are covered by the Comprehensive Agrarian Reform Program (CARP), further obliterating legal impediments to its full implementation.

But the elder Macapagal did not capitulate and pursued the program against all odds, for which he won the admiration of the small farmers and earned the moniker, "the Father of Land Reform".

His successor, President Ferdinand Marcos picked up the cudgels when he signed in 1972 the Presidential Decree No. 27, or the Operation Land Transfer, placing all rice and corn lands under land reform.

Wielding the revolutionary fervor of the People Power, President Corazon Cojuangco-Aquino affixed her signature on the Comprehensive Agrarian Reform Law (CARL) in June 1988 launching the Comprehensive Agrarian Reform Program (CARP). In an unprecedented instance, all agricultural lands, regardless of crops or fruits produced, were covered for distribution.





Passing the Torch

As of December 2009, DAR has distributed 4.166 million hectares of agricultural lands out of its total scope of 5.161 million hectares, directly benefiting more than 12 million farm household members. Not too long ago, it seemed to be an impossible mission, considering the strong opposition from powerful and influential landlords, and CARP being implemented under a democratic setting where all major stakeholders are accorded with the right to due process.

The late President Diosdado Macapagal experienced this resistance first hand when his pet project, the Agricultural Land Reform Code, failed to take off the ground when the landlord-dominated Congress denied it of much-needed funds.

Righting the Wrongs

CARP recognizes that land distribution, to be a genuine social justice program, is not enough.

Critical to its mandate, DAR has implemented the Program Beneficiaries Development that provides support services in the form of farm-to-market roads, bridges, irrigation, post-harvest facilities, and training.

In some strategic areas of the country, DAR has provided solar energies, community health units, and schools. With the faith and confidence of foreign governments and donors, more than P16 billion for support services were raised as of December 2009. DAR has repeatedly been cited for its excellent management of ODA. DAR also vigorously pursued zero-back log targets for its agrarian justice component.

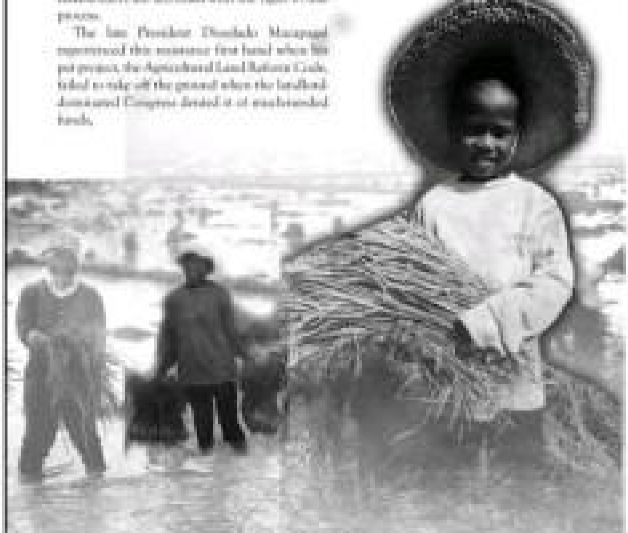
The last 10 years of CARP saw DAR being pushed to the limits as it covered mostly contentious commercial and privately owned landholdings. DAR withstood the pressure and distributed 1.122 million hectares under the Arroyo leadership.

Building the Future

Like with the elder Macapagal, land reform was a thorny issue under the administration of his daughter, President Gloria Macapagal-Arroyo. But she stood her ground and prevailed upon a recalcitrant Congress, drawing from the lessons that befell her late father, to extend the program for another five years, up to 2014, while giving it a shot to the arm in the form of P150 billion budget, the biggest ever. Sixty billion pesos of this is for support services.

Logistics - the perennial major problem that stalled the elder Macapagal during his time has already taken cared of by her daughter. Furthermore, under her administration, substantial ill-gotten Marcos wealth has been programmed for agrarian reform. And gone are the legal impediments that stalled the program for years, thanks to the Supreme Court ruling.

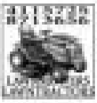
The torch will soon be in the hand of President-elect Benigno Simeon Cojuangco Aquino III to fulfill, in turn, the promise that her late mother vowed 22 years ago. Hopes are very high that a strong agricultural sector, with empowered farmers, will propel the country to take its rightful place as a progressive, peaceful, and proud nation.

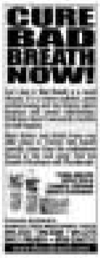


DAR Department of Agrarian Reform

"Repormang Agraryo, Serbisyo Ang Tiyo"

RP has more smokers than Noynoy voters











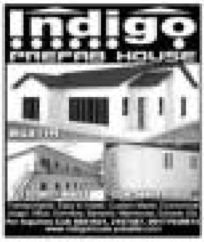












MANIFESTO OF SUPPORT TO HELP GOVERNMENT ACHIEVE ENHANCED AND SUSTAINABLE TAX COLLECTION

PREAMBLE

SIGNATORIES:

Massacre witness killed, didn't get DOJ protection



BACKHOE MASSACRE Authorities use heavy equipment to recover the body of a victim from a shallow grave in Ampatuan town in Maguindanao on Nov. 24, 2009.

'Blood in their hands'

P4-M bounty

Worst possible message

Gov't did nothing

Agra's side

No faith in DOJ

Seven gunmen





THE WITNESS Suwaib Upham tells his story to the media at a hotel in Pasig City in March. At right, Upham identifies the media personnel who were killed in Maguindanao.

'Jesse' knew he was a dead man walking

No way of verifying

In hiding

Covered with shawl

Called GMA 'Nanay'

A rougher



THE ILL-FATED MV Princess of the Stars lies upside down near the shoreline of Romblon. Two years after it capsized, the shipwreck is yet to be refloated.

Whatever happened to the wreck by 'Princess'

[illegible]

Sulpicio chief absolved

[illegible]

Change in corporate name

[illegible]

Maritime disasters

[illegible]

Last contact

[illegible]

'Act of God'

[illegible]

Retrieval suspended

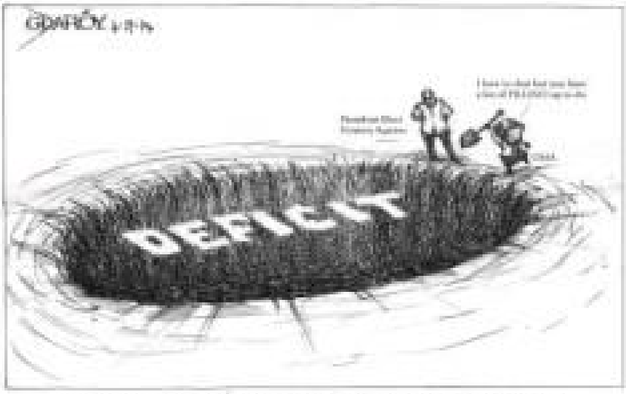
[illegible]

PHILIPPINE DAILY INQUIRER

OPINION

Facts on sex ed

EDITORIAL



Word 'unblemished' results in libel case

AS I SEE IT

Neal H. Cruz

Human rights bona fides at the DOJ

PASSION FOR REASON

Raul C. Pangalangan

Squandered bully pulpit

ANALYSIS



Amando Doronila

Education, equity

PINOY KASI



Michael L. Tan

The costs of trafficking

AT LARGE



Rina Jimenez-David

Heritage: why and how

LOOKING BACK



Ambeth R. Ocampo

Estrada-Kalaw's best president

'Windbag' out to cut friendly Aquino-Binay ties

Show-biz people more decent than gov't officials

LETTERS

FHF outside Ambeth's radar

Coco levy fund out of Aquino's hands

UN rights body chides RP on Pestaño death

No suicide

No further probe

Culture of impunity

Eco-waste a job for manufacturers, says gov't exec

'Your turn to get rich' in July 2-3 money summit

Militants vow to hound GMA with cases



Send-off

NBN deal

Ombudsman clears FG

Make her accountable

Going-away present

'Thrilla' for MJ from Manila to Manhattan





MJ monument

No major tributes

'Ultimate Thriller'

Balloons, doves banned

TIMELINE: Key events since Jackson's death



PRESIDENTIAL HONOR FOR TYCOON

Nachura to administer oath to GMA the solon

UNWANTED!

The Retention of Horacio Ramos as DENR Secretary!

1. He is an old guard of an old order roundly rejected in the last elections by a people clamoring for change.

2. As immediate past Director of the Mines and Geosciences Bureau and as Secretary of DENR, his and the Macapagal-Arroyo regime's bias toward promoting mining has resulted in policies and regulations inimical to the environment and the indigenous peoples.

3. If he remains at the DENR, Ramos will be an obstacle to the fulfillment of Noynoy's promise to review and evaluate all government contracts and transactions for possible anomalies.

4. The environment is too important to entrust to anyone but the best possible person for the job, one who is genuinely concerned about protecting our natural resources and restoring the health of our ecosystems. The person at the helm of the DENR must possess the will and moral strength to fight those who destroy the environment for their own gain.

Let change begin starting June 30 by changing Horacio Ramos at the DENR!

Across the NATION

Basilan commuters attacked; 4 dead

AT LEAST 30 HOODED MEMBERS OF THE ABU Sayyaf shot and hacked passengers of a public utility jeep in Basilan yesterday as the victims ran for their lives in the latest of a series of terror attacks that a bishop has condemned as an illustration of the reign of lawlessness in the province.

Elected execs vow to pursue 'organic bowl' plan for Negros

GMO ban stays

Not GMO specific



New fish kill brings back stench in Bolinao

Neap tide

"In short, the fish kill is caused mainly by pollution from the industry itself. It is really the same, oft-repeated cause and effect ..."

Plague spreading

Greed

Rich, poor

Zambo doc offers dengue theory on why kids are at risk

DENR trying to make ends meet in rehab of mining site

Cop brags he's protector of illegal gambling



FAREWELL GROUNDS

Ballot box opening ordered in mayoral race

NEWSBRIEFS

CAPIZ

4 Indians, 6 others face raps for kidnap-slaying

COTABATO CITY

Group behind drugstore blast demands P200,000

BACOLOD CITY

Conservation focus urged on Negros natural park

DAVAO CITY

Suspect in fatal stabbing of British national arrested

Nonsmokers urged: Help Noynoy, others quit vice

STA. ROSA CITY

2 truck drivers killed in smash-up; helpers hurt

Cops given 60 days to solve Tetangco slay

No leads

M-16

Interviews

P400,000 reward



Comelec tells retiree execs: Stay retired

Nene: Mar blocking Jojo from Noynoy Cabinet

4 posts

Presidential contender

No. 2 man

'Best choice for MMDA'

Administrative, ceremonial roles

Minority president

Congratulations

'Politically disruptive'

Noynoy picks DLSU head Br. Armin Luistro for DepEd

2nd in 13 years

DFA rank/file rally for Romulo

By Cynthia Balana

Sex education

Principal opposition

Inviting Binay

Arroyo promotes all gov't lawyers, ignores seniority, merit

Seniority, merit ignored

Unfair

Enactment of EO

Impact on GSIS

Reading too much

Managerial class

Permanent appointment

NEWS

GMA men get ready for holiday, new lives

By TJ Burgonio

THEY'RE ALL READY TO LEAVE and take up their old lives as private citizens.

President Macapagal-Arroyo's men have everything planned after June 30: take a holiday, take up farming and enjoy the solitude, update their CV or return to the old job.

"We're all waiting for that day that term will end on June 30. Then to go on vacation," said Agrarian Reform Secretary Nasser Pangandaman.

Pangandaman said a holiday abroad, possibly in the United States, is in the immediate future. Eventually, however, he plans to return to his farm in Marawi, Lanao del Sur.

Vice President Noli de Castro is quite excited about the prospect of returning to his old love: broadcasting.

'Only job I know'

"Broadcasting is the only job I know," said the former ABS-CBN news anchor and public affairs host, who parlayed his television popularity to a seat in the Senate, and from there, to the vice presidency.

De Castro, who anchored a morning show on ABS-CBN's DZMM radio every Saturday, said he was still considering whether to go back to radio or TV broadcasting.

"I'm not sure if I'll be taken back," he said on the prospect of rejoining ABS-CBN. "I'll study my options. There are many networks now. I have many options."

The Vice President, who was designated "housing czar," chairing the Housing and Urban Development Coordinating Council, said he would be returning to broadcasting with a better perspective of the issues.

"In my nine years in government, in the legislative and executive branches, I've learned things that you couldn't learn from reading books or attending a university," he said.

"I've learned how to find a balance," De Castro said.

Unlike his Cabinet colleagues, Social Security System president Romulo Neri does not have the option of taking the next flight out of the country. Before he can do that, he will have to seek court permission as he is facing graft charges for his role in the scrapped $329-million NBN-ZTE deal.

But right now, Neri said he planned on taking a rest for the next few months, as well as study some of the job offers.

"I'll be out of government after June 30, and I have to take it easy for a while. I'll be just recovering on my case," he told reporters.

"Maybe, I'll do some consulting with some friends," he said.

Like De Castro, Neri will not consider any government posting for now.

De Castro, Pangandaman and Neri were some of several administration officials who showed up at the Palace launch on Tuesday of two books about Ms Arroyo, titled "Beating the Odds," and "Beat the Odds," two of the few remaining official functions before Ms Arroyo steps down on Wednesday.

Aplus
METRO
Editor Abelardo S. Ulanday

FOILED ESCAPE BID

Escort shoots robbery suspect

A SUSPECT IN THE ROBBERY and killing last week of a marine engineer died in a Manila hospital late Wednesday night after he was shot by his police escort when he allegedly tried to grab a gun while trying to escape.

[illegible]

Inquest proceedings

[illegible]

Roundup

[illegible]

Increase in motorcycle accidents cited in MMDA report

By Miko Morelos

[illegible]

2 LRT trains in minor collision at QC station

By Paolo G. Montecillo

[illegible]






WET AND WILD IN SAN JUAN CITY

[illegible]

New beginnings for Tiangcos, Cayetanos in Navotas, Taguig City

By Beverly T. Natividad and Miko Morelos

[illegible]

Escort ...

From page A##

[illegible]

Identification

[illegible]

MetroBriefs

Noynoy a 'true Manilan'

[illegible]

Antipolo City prepares for the rains

[illegible]

Australia gets first woman PM after party coup





Indonesia's most-wanted terror suspect arrested



WorldBriefs

Prince Albert of Monaco to marry Charlene Wittstock

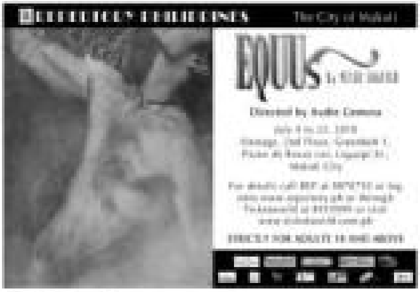
Apple's iPhone 4 makes world debut

Jamaican kingpin's reign comes to a quiet end

BP pursuing Alaska drilling some call risky

12 killed as train hits revelers crossing track in Spain







The WORLD



Obama sacks Afghan war commander

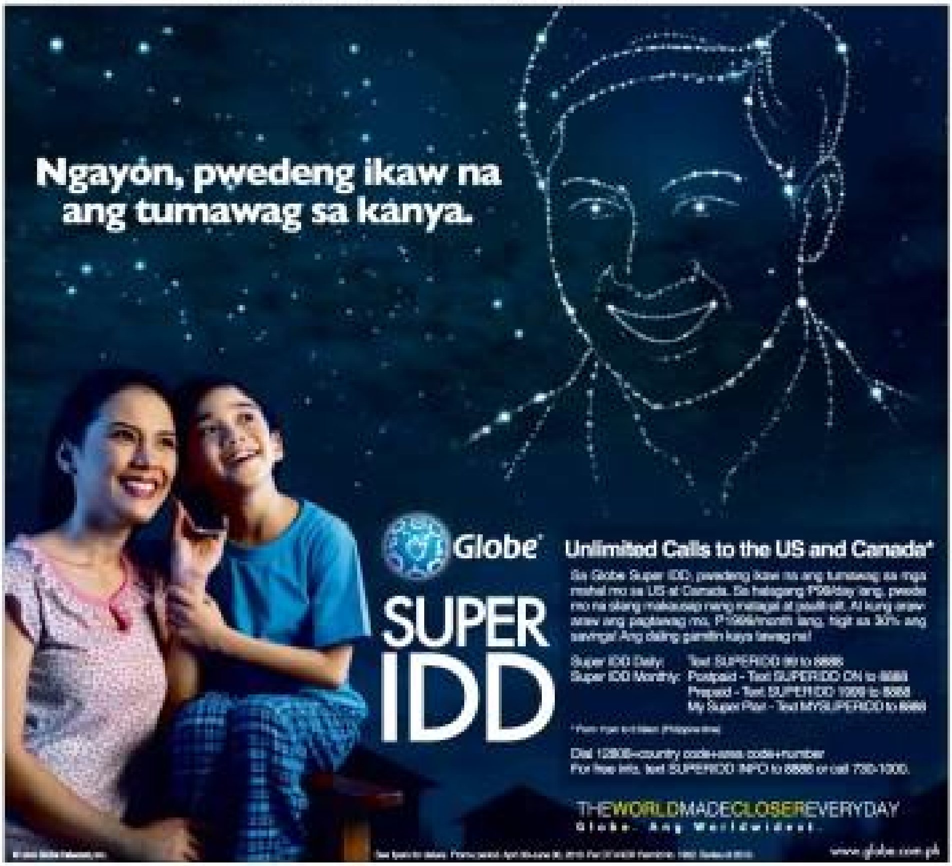
WASHINGTON—PRESIDENT BARACK OBAMA fired his top Afghanistan war commander after only a brief meeting in the Oval Office on Wednesday, replacing Gen. Stanley A. McChrystal with his boss and mentor Gen. David H. Petraeus, and sending a clear signal that the current war strategy will continue despite setbacks and growing public doubts.



McCHRYSTAL — PETRAEUS



A short, tense deliberation, then a general is gone



WHAT'S INSIDE

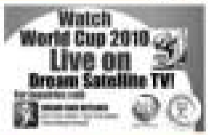
On top of the world

/A32



SPORTS

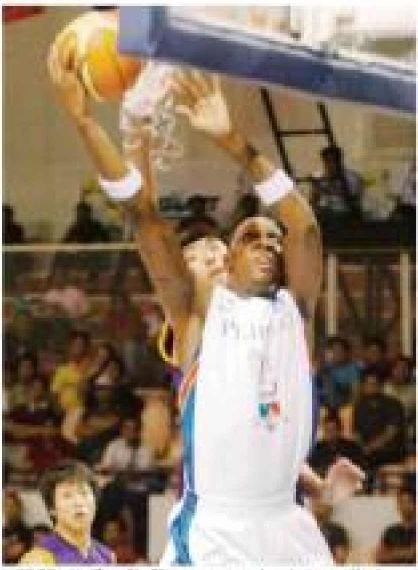
Editor Teddyvic S. Melendres
Associate Editor Francis T.J. Ochoa



Painters, Tigers try to boost q'final bids



Ascof rips Treston 5, grabs TOP finals slot



Jordanians turn back Gin Kings

SBP hosts Champions Cup

MVP wants more Olympic slots for Asia in 2012

Careline Pilipinas bounces back, squeaks past Syria

Cyna, Dottie hurdle WWGA match play rivals, enter Last 32



RODRIGUEZ

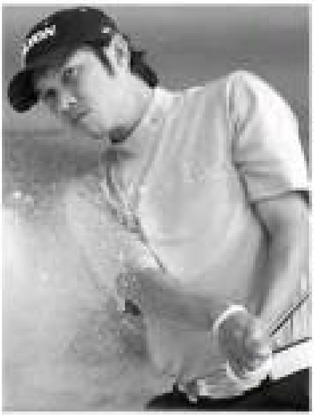


ARDINA

Angping bats for 100-man RP team

Hot Plaphol storms ahead

Thai fires record-tying 64



PLAPHOL: "I've never played this well before."

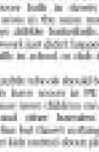
Make soccer fun first



ONE GAME AT A TIME

Huey, Indian partner exit

Buncio posts 3rd straight win



BUNCIO

SPORTSWATCH

Tiu bids to seal title

Pasay 3-cocker today

Non-master chess July 3



YOUNG CHAMPS

All systems go for 1st OCAI Run

It's now 10 hours and counting

Federer barely scrapes through



FEDERER



Isner, Mahut ain't done with epic match just yet



Pascua, Bernales drop last matches

Fulham FC signs goalie Etheridge to extension

By Cedelf P. Tupas



RP rugby triumphs

SPORTS



LANDON Donovan (left) of the United States scores the late goal past Algeria goalkeeper Rais M'Bolhi (middle) that sends the Americans to the Last 16 as the No. 1 seed in Group C.

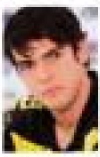
On top of the world

Dramatic last-gasp goal gives USA No. 1 Group C spot; England flexes muscles



ENGLAND striker Jermain Defoe celebrates after scoring against Slovenia at Nelson Mandela Bay stadium in Port Elizabeth.

Brazil, Portugal ready for blockbuster match



KAKA



RONALDO: Portugal's top gun

Local fans at a loss after 'Bafana' exit

Jackson leaning toward retirement; Wizards eye Wall today

BUSINESS



In May, state firms got ₱2.8B in subsidies

Gov't disbursed P7.3B in first 5 months

By Ronnel W. Domingo

THE GOVERNMENT GAVE OUT P2.8 BILLION IN subsidies to 29 state-owned and -controlled corporations in May, mostly to entities engaged in rice, coconut, housing, agricultural development and livelihood projects.



MASERATI NOW IN RP

(From left) Formula Sports Inc. (FSI) managing director Jason Oliver Young, Maserati Asia Pacific director for business development Francesco Fabbiani, FSI executive director Marc Laine Young and FSI chair and president Wellington C. Young check off the Quattroporte S during the launch of the Maserati cars in Makati City. Story on Page B3

Legacy clients recover half their cash

By Michelle V. Remo

THE PHILIPPINE DEPOSIT INSURANCE Corp. has already paid nearly P6 billion worth of deposit claims from clients of defunct rural banks of the Legacy Group.

LEGACY B2

INDICATORS

PESO-DOLLAR RATE

June 24, 2010

46.34



Shares close lower

SHARES B2

Plans drawn up to contain oil spills

By Amy R. Remo

THE GOVERNMENT AND PETROLEUM exploration companies in the country are set to come out with a unified contingency plan to prevent an oil spill similar to what has happened in the Gulf of Mexico.

PLANS B2

BSP help sought to get PBCom to settle PDIC claims

Cebu Pacific offers low fares to KL

Agri budget in the new gov't

COMMENTARY

Presentation highlights

Recommendation

Budget monitoring

Budget Versus Growth

[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

Chinatrust net income rises by 173%

Shares ...

Legacy clients recover ...

Plans drawn up ...

Ortigas unit ventures into leisure farm project

Stockholders OK P100-M investment

Maserati luxury sports cars launched

Manhattan Heights provides green living environment



Manhattan Heights provides a new green living option at the Araneta Center.







Careful with that e-mail!



Alcorn Gold gets exploration permit

Philippine Stock Exchange

Currencies

BUSINESS Friday



Flourishing or floundering in America?

Filipino businesses here need all the help they can get from their Philippine counterparts—and even the government

NEW YORK—Arriving in the middle of an animated discussion between two Filipino businessmen in this city, I had barely warmed up my seat when this question came fast and furious: "Is it because no Filipino owns a major advertising agency in the United States that we're not getting enough advertisements?"

[illegible]

Most western of all Asians

[illegible]

Industries for Filipinos

[illegible]



People, Events & Products

The truth about colon cancer

Colon cancer: silent but deadly

Signs and symptoms

Prevention and treatment



CONSTRUCTION OF FEDERAL LAND'S PACO PROJECT GETS UNDERWAY

Heaven Ice Cream supports Metrowear Fashion Show



RCBC Bankard will fly lucky shopper to China

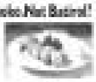
Bigger is not always better

Product Files

Enjoy coffee at Le Bistro's shops in the country's premier airports



What is new at Tsoko.Nut Batirol!



Enjoy bigger and more chicken bucket choices at Jollibee





TITAP 15TH YEAR, 2010 INDUCTION OF OFFICERS

Best Practices in Manualization of School HR Policies

Christmas Bazaar at the World Trade Center

TOP DJ FROM UK SPINS FOR PINOYS TONIGHT



What's the valid metric for a brand's perceived quality?

MARKETING Rx
Dr. Ned Roberto & Ardy Roberto

Pizza Hut, Penshoppe and Mercedes Benz

Why franchising works





Why is franchising best?

One with support

For financial independence

Show of strength

OFW becomes his own boss . . .

Coming home

Flourishing or floundering in America?

BUSINESS Friday



Good, not greed, is good–and profitable

By Dickie Soriano
Contributor



FIGARO

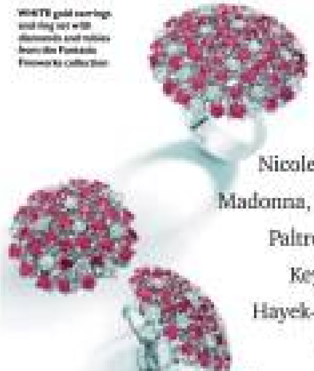
Figaro to focus more on business consumers

By Amy R. Remo

OFW becomes his own boss, gets a franchise

Teaching financial literacy

LIFESTYLE Fashion & Beauty
Editor Thelma Sioson San Juan
Contributing Editors Apples Aberin-Sadhwani, Joanne Rae Ramirez and Ria Francisco-Prieto



WHITE gold earrings and ring set with diamonds and rubies from the Fantasia Fireworks collection

Nicole Kidman, Madonna, Gwyneth Paltrow, Alicia Keys, Salma Hayek–they like his taste

One Coin begets a world of fine Italian jewelry



ROBERTO Coin: "I create unique pieces... If you like it, you buy."

AT LEAST YOU CAN SEE I'M not boring, huh?" says a grinning Roberto Coin, who engaged this writer in high-fives throughout the 30-minute interview.

Prestigious brands



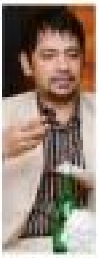
"FANTASY" ring with Cento diamonds and yellow, pink, tanzanite sapphires

ONE COIN C2

Bollywood actress says how she defies law of gravity

Miriam Quiambao and other Asian beauties toast a decade of Olay Total Effects











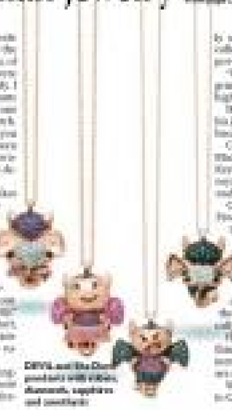




One Coin begets a world of fine Italian jewelry ...









FRENCH perfumer Francis Kurkdjian



AQUA Universalis candle



One-of-a-kind French perfumes

[illegible]





AQUA Universalis eau de toilette





LES BULLES d'Agrumes bubbles

Fashion goes back to the 1950s







[illegible]

Globe Flagship Store in Greenbelt 4: A Blueprint for the Future







[illegible]

Day to night dressing featured in Edgar Allan show



BLACK V-neck top and green balloon skirt

OFF-SHOULDER red cocktail dress

BLACK-AND-WHITE combination



BEADED wedding gown

Shop till you drop in Singapore

Feast day of Our Lady of Piat

Photo exhibit

Fifa World Cup at Hyatt

Fun run

LIFESTYLE Fashion&Beauty





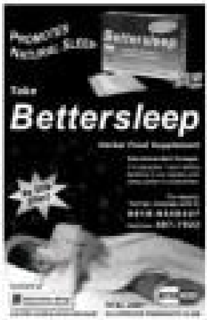
"GLEE" hoodie, available in gray and purple

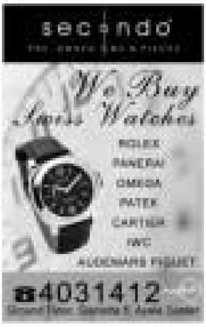
Wear your 'Glee'

THE GLEEKS (ONE MUST BE living under a rock if they don't sound familiar) are crossing over to fashion via U-branded tops, tees and hoodies sold exclusively at SM.

Popular glee-kisms featured on tees include "Don't Stop Believing" and "Music is My Life." There are ones with "Glee" logos, including the iconic one with an "L" sign.

The hottest musical comedy TV show to...















Tuason Racing School and Ford Philippines celebrate 8 years of partnership



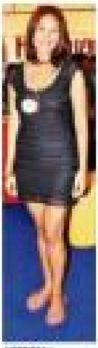






WITHOUT BATTING AN EYELASH

Maurice Arcache









Esprit's VIP Day

Colorful Havaianas

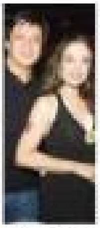




Pride Month celebration



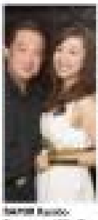




Concert for GK Village







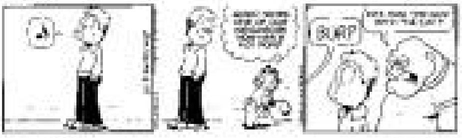






GARFIELD

BY JIM DAVIS



A. LIPIN

BY JESS ABRERA

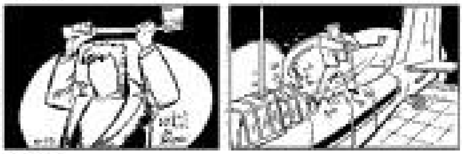


PUGAD BABOY

BY PM JUNIOR



DICK TRACY



LOVEKNOTS

BY ELIZABETH CHIONGLO



JAMES BOND



DIVINE COMEDY



BABY BLUES

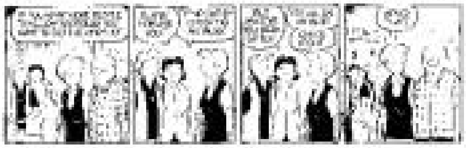
BY JERRY SCOTT



TULDOK

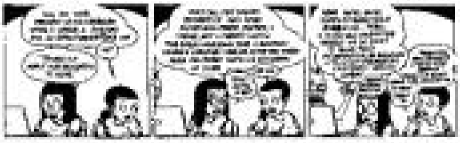


SEN



KIKO MACHINE

BY MANIX ABRERA



SHERMAN'S LAGOON

BY JIM TOOMEY



HOROSCOPE

BY FRANCES DRAKE

CONCEPTIS SU DOKU

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9. Tips and program at www.sudoku.com

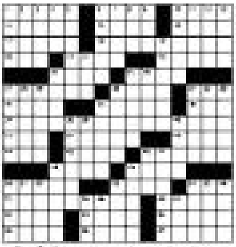
Answer to previous puzzle

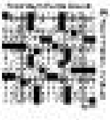
Conceptis Sudoku

	4	9	2			3		7
3								
2				8	4			1
5						2		
		8				7		
		7						4
1			5	4				2
								6
4		6			2	1	9	

Difficulty Level ★★★★

CROSSWORD PUZZLE

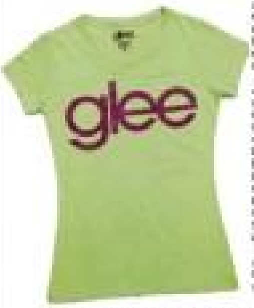








Wear your 'Glee'





Cleansing gel for men

Vanity Basket

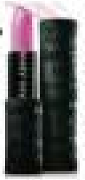


Avon fragrance

Skin food

Facial care line

Mary Kay promo



Whitening product

HAND CREAM



LIFESTYLE Fashion&Beauty



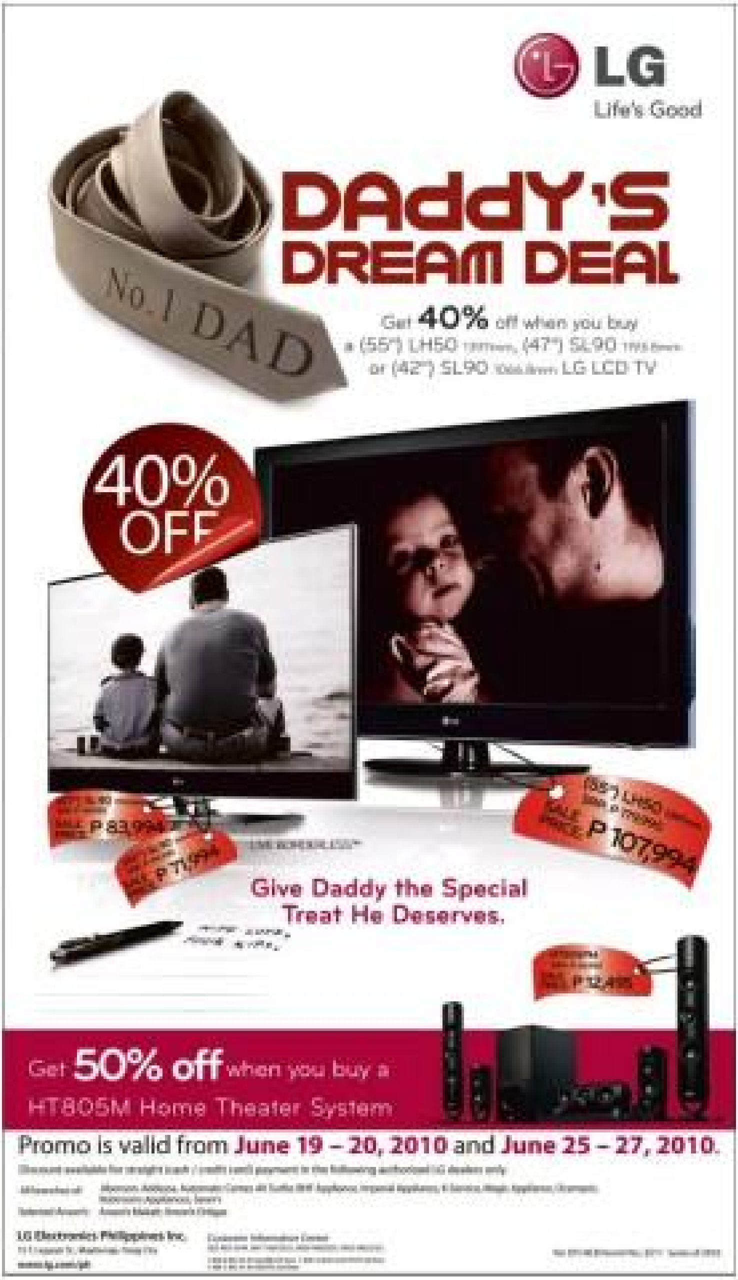
Red candle launch supports anti-AIDS campaign



By Walter Ang

Fund-raising campaign







PYTHON PRINT [illegible]



WHITE [illegible]

Animal prints, clean lines

Fashionable combination of structured and vintage silhouettes dominates new Michael Kors collection

THE MICHAEL KORS Spring 2010 collection covers and reinterprets various looks, from retro trends to the playful look of '50s Palm Beach fashion.

[illegible]

Shoes and bags

[illegible]





BLUE [illegible]



BLUE [illegible]

BLUE [illegible]

Red candle launch supports anti-AIDS campaign

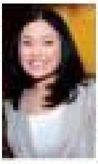
From page [illegible]

[illegible]

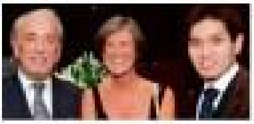
Special edition

[illegible]





RUSTAN'S [illegible]



ROBERTO [illegible]



KIM and Fely Atienza

Beauty and fashion in winning collaboration

By Cammmmie Basco
Contributor

THERE AND TIME AGAIN, we reach into our closet for that trusty LBD... for the most special occasions and even the most mundane of days—when we can't seem to exert extra effort but nonetheless need to look as if we've put a lot of thought into our ensemble.

These so-called little dresses never go out of style, such as Pond's and Plains & Prints' 22-piece collection of spruced-up red dresses and immaculate white frocks.

"The techniques, materials and details we used in each design are really different from before (referring to the Little Red Dress collection Plains & Prints did three years ago)," says Rosanne Sardina, the brains behind the homegrown brand.

"We wanted the collection to be really complete. Everybody wears dresses at some point in their lives. You can wear them for work and even on weekends," she adds.

Partnership

Featuring 10 red dresses and 12 white in various silhouettes—A-line, drop waist, peplum, category cut and draping—and different techniques such as digital printing done over organza, origami detailing, laser cutting and heat-pressed stamping, the collection clearly has a go-getter's best interest at hand.

"Beauty doesn't stop at making sure your face looks great. You need to make sure you complement it with the best fashion as well," says Pond's senior brand manager Jacqueline Yaongtan.

Pond's is no new to the act of mixing beauty and fashion. It was the first beauty brand to showcase a series of dresses designed by 40 top local designers at the "Beauty at Any Age" unveiling of the Pond's Red Dress Collection in last year's Philippine Fashion Week.

When it came time to partnering with a clothing brand, "Plains & Prints was almost top-of-mind," says Yaongtan. "It offers good-quality fashionable clothes you can wear to work and after work activities. Plus, they're reasonably priced."

On Plains & Prints' part, "I was surprised because Plains & Prints already had collaborations with designers Rajo Laurel and Randy Ortiz. But this time, I wanted to do something bigger. Instead of a designer designing for Plains & Prints, it's Plains & Prints designing for a beauty brand," says Sardina.

Eight muses

The collection is inspired by Pond's Age Miracle and Pond's Flawless White, and each of the designs represents one of eight chosen "muses"—well-known fashion and beauty icons Apples Aberin, Denise Lee, Mai Kauffman, Coleen Lopez, Kelly Misa, Bianca Valerio, Patty Betita and Rhian Manasquil.

"The whole process of this collaboration not only involved finding the best designs but also choosing the muses," says Sardina.

"We wanted those whom others aspire to be like, and have become associated with our brand. We also took into consideration their personality. We really met with them so Rosanne could design the clothes," adds Yaongtan.

"We want to make sure that Pond's and Plains & Prints are the top-of-mind beauty and fashion brands of our consumers today—in terms of Pond's making you feel more beautiful and Plains & Prints complementing that beauty with fashionable clothes," says Yaongtan.

Pond's and Plains & Prints limited collection is now available in stores. Each piece comes with a sample pack of Pond's Flawless White and Pond's Age Miracle, plus P200 off if one buys any of the two Pond's products.

Just bring the jacket that comes with it to any Plains and Prints store to avail of the discount. Each dress purchase from the collection will, in turn, give one a P200 discount at Pond's.



MODEL and endorser Coleen Lopez

MODEL and endorser Rhian Manasquil

MODEL Patty Betita

Pond's and Plains & Prints partner on a 22-piece collection



THE POND'S Plains & Prints collection on (from) Rhian Manasquil, Patty Betita, Bianca Valerio, Denise Lee, Mai Kauffman, Kelly Misa, Apples Aberin and Coleen Lopez

Legendary men's brand returns

By Alex Y. Vergara

Resurrected by the retro and vintage craze in the 1990s, Penguin hews close to the classic while updating its style

HERITAGE CAN ONLY GO SO FAR. To survive cutthroat competition in a crowded market, really ancient designers like Ann Payne of Perry Ellis International go to great lengths, sometimes literally, to make classic brands stay fresh and relevant.

"We look back at a lot of vintage pieces for inspiration since they offer some really interesting details and stitches," said Payne, SVP merchandising/design and creative director of Original Penguin by Munsingwear. "We go twice a year, for instance, vintage shopping all over the US to buy old [Penguin] shirts."

Through these vintage pieces, she then draws inspirations from the brand's DNA to produce whole new collections that have been tweaked, updated and sometimes reinvented for today's men. This would mean, among others, more offbeat colors, tighter fits and more comfortable and responsive fabrics.

"In the UK, they even want the logo (an embroidered penguin on the shirt's left breast area) bigger and more obvious," said Payne. "We're thinking of giving them that."

It could also lead to spin-off products in the form of belts, caps, shades, neckties and shoes. More than just reinventing a brand, as the cliché goes, Payne would like to believe that she and her team are promoting a certain lifestyle.

The New York-based Payne recently visited Manila to grace the launch of Penguin, which was quietly reintroduced to the Philippine market sometime last year. Her visit coincided with a fashion show of the brand's spring-summer collection at Rockwell Tent.

Penguin is represented exclusively in the Philippines by the husband-and-wife team of Eric and Cheryl Lee of Anthem Shoppers, Inc. It has seven boutiques nationwide plus an additional four more, including one store each in Cebu and Davao, expected to open before the year ends.

Apart from men's polo and woven shirts, the collection featured pants, sports shoes, sweaters, accessories and even women's tops. The classic "Earl," which was worn by the likes of Frank Sinatra, Bing Crosby and Dean Martin in the '50s and '60s, now has an equivalent for women dubbed as "Ms. Penguin."

"Around 85 percent of our products are still for men," said Payne. "Ten percent are for women and five percent are for kids. Since the women's market is ever-changing, we want to be very careful before we start launching more women's lines in the future."

Penguin sportswear has introduced a number of firsts since it debuted in 1955 as Minneapolis-based Munsingwear, an underwear and military supply company tried to diversify its product offerings. It was a favorite among golfers and tennis players, and was the first to come up with an underarm gusset to allow its active wearer more freedom and maneuverability.

But perhaps the brand's most audacious achievement happened 40 years later when, through the efforts of Perry Ellis International, its new owner, it was able to marry its rich heritage with the demands of fashion for today's more jaded and discriminating market.

As the '60s gave way to the '70s, Penguin became a remnant of the past. It was unclear if Munsingwear closed its factory, but its brand by that time was no longer in the market.

Retro craze

It resurfaced in the early '90s when America's teenagers and young adults started wearing them after scouring vintage stores and thrift shops for used Penguin shirts. Owners of Perry Ellis International immediately saw this as an opportunity to resurrect the brand, and promptly bought the rights from Munsingwear to manufacture and market Penguin.

No doubt, part of Penguin's appeal among young people today, especially in the US, is its ability to give wearers a "retro American look." It also brought back fond memories of how their dads and granddads once wore the same shirts.

But heritage, as Cheryl Lee found out, can be both a plus and a capitalize on and a minus to overcome.

"Many Filipinos, especially those into fashion, are aware of the brand and its long history and reputation for quality," she said. "But at the same time, we want to create a shift in their thinking that this brand is also modern. We've had to exert extra effort to tell them that it's no longer just your daddy's shirt anymore."

Filipinos, like their counterparts in New York and London, are also more inclined to go for lighter fits and more offbeat colors, Lee added. Early in people, bubble-gum pink and orange are flying off the shelves as fast as those in basic black and white.

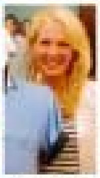
"More than being into sports," said Payne, "our core market is somewhat well-rounded and leads an active lifestyle. I also think these men have good family roots because most of them remember fondly what their dads have in their closets. They probably don't want to look like Dad, but they remember him and what he had fondly."

Apart from basic colors, Penguin now comes in a spectrum of colors not normally found in any man's closet 50 years ago. Even supposedly neutral shades like green, pink or orange are a bit off to keep the shirts from looking too predictable.

As for his openness to wear offbeat colors, the "Penguin guy," said Payne, wants "to stick out, but certainly not in a bad way."



ERIC and Cheryl Lee of Anthem Shoppers, Inc.



ANN Payne, creative director of Perry Ellis International



COMFORT wear



VERSATILE top



IVY League look



TIGHT fit

How to look thinner—with new look and wardrobe



Big sweater, pleated skirt, balloon skirt, sweat pants, espadrilles—they make you look flabby and frumpy







Quick tips





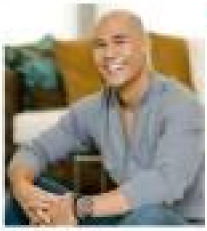
LV creates special case for FIFA World Cup trophy







Ways to look younger than your age



A few drops of well-placed shimmer on cheekbones are the makeup equivalent of good lighting

BACKSTAGE PASS



Isabel Roces



Editor's must-try



Ways to look younger than your age







Skin-whitening, the friendly way



With Neutrogena Fine Fairness Range, you can achieve fairness without becoming geisha-white

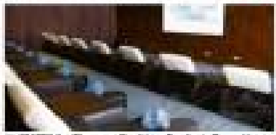
HealthyWhite Complex

List of ingredients

Product usage

Spa with theater opens new outlet in QC





Skin clinic promo raffles off diamond necklace

Promo winner gets designer items and gadgets

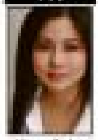
WHAT'S UP

Talk on meditation

Balloon-making and decoration seminar

Long-lasting and moisturizing lipsticks

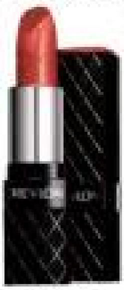
MAKEOVER 911



Kimmy Sakai

It should not be too greasy. A richly pigmented shade should not be a drying matte, but stays on longer





Color pigments

Freego puts the pedal to the metal with Men's Biker Jeans



The votes are in.

1 ⬬ PDI **47.2%**

2 ◯ MB **42.9%**

3 ◯ PS **30.0%**

In this time of change, the Inquirer remains the constant choice among broadsheet readers across the country.

With the latest Nielsen Media Index results for 1st Quarter of 2010, National Urban broadsheet readers yesterday, we are reassured that when the nation needs to be most informed, you, our dearest readers, continue to turn to us for balanced news and fearless views.

Thank you!

PHILIPPINE DAILY INQUIRER

Editor: Rosario A. Valerio
LIVING Stars



'Wowowee' host Valerie Concepcion, a reluctant shopper, believes there is joy in fashion

Fun, feisty, free

Out of the Closet















Fun, feisty, free

Bags



Clothes



Scents

Makeup kit



CINEMA ACCESS: 395-5555

MOVIEWORLD

ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

GALLERIA

1 KNIGHT AND DAY
2 KNIGHT AND DAY
3 PRINCE OF PERSIA: THE SANDS OF TIME
4 THE KARATE KID
5 TOY STORY 3
6 TOY STORY 3 (Digital 3D)
7 NINJA
8 I'LL BE THERE
9 LETTERS TO JULIET
10 THE A-TEAM

MANILA

1 NINJA
2 THE KARATE KID
3 TOY STORY 3 (Digital 3D)
4 TOY STORY 3
5 KILLERS
6 I'LL BE THERE
7 LETTERS TO JULIET

METRO EAST

1 NINJA
2 TOY STORY 3 (Digital 3D)
3 THE KARATE KID
4 TOY STORY 3
5 KNIGHT AND DAY / THE A-TEAM
6 LETTERS TO JULIET
7 KNIGHT AND DAY
8 I'LL BE THERE

NOVALICHES

1 TOY STORY 3
2 I'LL BE THERE
3 KNIGHT AND DAY
4 THE KARATE KID

FORUM ROBINSONS

1 TOY STORY 3 (Digital 3D)
2 I'LL BE THERE
3 KNIGHT AND DAY
4 THE KARATE KID



STA. ROSA

1 TOY STORY 3
2 I'LL BE THERE
3 THE KARATE KID
4 KNIGHT AND DAY

LIPA

1 TOY STORY 3 (Digital 3D)
2 TOY STORY 3
3 I'LL BE THERE
4 THE KARATE KID
5 KNIGHT AND DAY

DASMARIÑAS

1 THE KARATE KID
2 I'LL BE THERE
3 KNIGHT AND DAY
4 TOY STORY 3

STARMILLS

1 TOY STORY 3 (Digital 3D)
2 TOY STORY 3
3 KNIGHT AND DAY
4 I'LL BE THERE
5 THE KARATE KID
6 MARMADUKE

IMUS

1 THE KARATE KID
2 TOY STORY 3
3 KNIGHT AND DAY
4 I'LL BE THERE

ANGELES

1 THE KARATE KID
2 TOY STORY 3
3 I'LL BE THERE
4 KNIGHT AND DAY

TACLOBAN

1 KNIGHT AND DAY
2 TOY STORY 3
3 I'LL BE THERE / THE KARATE KID

DUMAGUETE

1 I'LL BE THERE / THE KARATE KID
2 TOY STORY 3
3 KNIGHT AND DAY

BACOLOD

1 TOY STORY 3 (Digital 3D)
2 I'LL BE THERE
3 THE KARATE KID
4 ROBIN HOOD
5 TOY STORY 3
6 KNIGHT AND DAY

ILOILO

1 TOY STORY 3 (Digital 3D)
2 THE KARATE KID
3 KNIGHT AND DAY
4 I'LL BE THERE
5 FURRY VENGEANCE
6 TOY STORY 3

GENSAN

1 TOY STORY 3 (Digital 3D)
2 SEX AND THE CITY 2
3 KNIGHT AND DAY
4 THE KARATE KID

ILOCOS NORTE

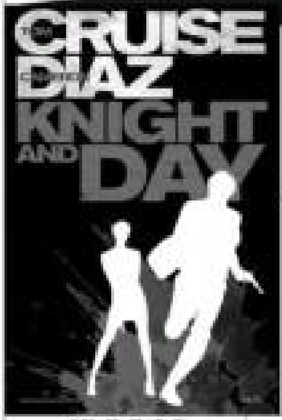
1 KNIGHT AND DAY
2 TOY STORY 3
3 I'LL BE THERE / THE KARATE KID



visit: www.smcinema.com

SM CINEMA

ONLINE PROMO!



Visit www.smcinema.com and answer the "KNIGHT AND DAY" Movie Question and get a chance to win "KNIGHT AND DAY" premium items.



In SM Cinemas June 24, 2010

IMAX

KNIGHT & DAY

PODIUM

SM DIGITAL THEATER

metro manila

luzon

visayas • mindanao

ALL MAJOR CREDIT CARDS NOW ACCEPTED IN ALL SM CINEMA BRANCHES

OFFERS A WIDE VARIETY OF FOOD AND DRINKS AT ALL SM CINEMA LOBBIES



Still loves playing dress-up with Fiona, her "Barbie" doll

Fun, feisty...

From page G1

little tint on my lips and cheeks, and I'm good to go."

She swears by Maybelline mascara: "I love it. It doesn't fall."

Jeans, slacks

"Just because I already have a daughter doesn't mean I should stick to matronly outfits," she asserts. She prefers skinny jeans which complements her girlish figure.

Shoes

She doesn't go for specific labels when it comes to footwear.

"I'd rather be in flats. If I have to wear heels, I prefer wedges because they're comfy," she says.

Five pairs are Ferragamo wedges, gifts from [illegible].

She adored Ferragamo so much that she bought one more pair. "They're soft and easy on the feet. I also love Nine West and [illegible] sandals," she notes.

Since shoes are a [illegible] requirement, she has amassed quite a number. At one time, even the garage was converted into a shoe closet.

"I've lost count on the number. In the [illegible] ten, I usually have 30 pairs," she remarks.



MOST of her scents, like DKNY, Harajuku Lovers and Bulgari, are from abroad.

Shades

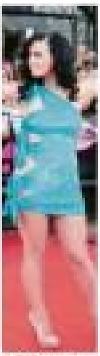
As luck would have it, she hit it off with her eyewear sponsor, Marc Jacobs. "Its designs are unique and trendy. They look good on me," she says. "I also go for Ray-Ban because the styles are timeless."

Watches, accessories

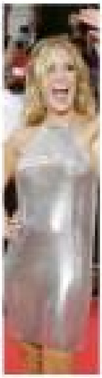
"I don't buy watches that often. I'm more into earrings," she admits. "If I'm wearing a simple dress, I'll put on huge hoop earrings to accent."

Red Carpet

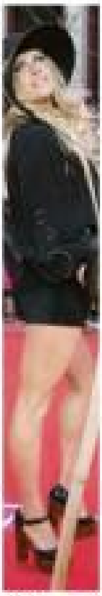
MuchMusic Awards, June 20, Toronto



KATY Perry



KRISTIN Cavallari



KESHA



MIRANDA Kerr and Orlando Bloom

'Legolas' to wed top-earning model

Kristen Stewart . . .



STAR-STUDDED NCAA 86TH SEASON OPENING



She should be dancing!

ENTERTAINMENT



CHEER FACTOR

Kristen Stewart on 'the two boys'

ONLY IN HOLLYWOOD

Ruben V. Nepales

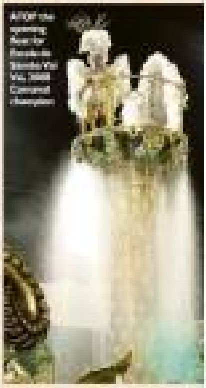






She should be dancing!

Model, actress, producer and carnival queen Bessie Badilla's extraordinary journey now a docu





Second-lead players steal the show in 'Killers'

VIEWFINDER

Nestor U. Torre



